

Recommended Items for Every Web Page

The Statewide Internet Users Group, a subcommittee under the Information Technology Council, voted on August 21, 2002 to adopt the following checklist for the creation of web pages and modification of existing pages. This checklist was formally approved by the ITC at the Oct. 23rd, 2002 meeting.

Because web visitors may enter a website from a single page many levels under the main page, it is recommended that the following items be included for the convenience of the visitor and to denote proper ownership of the information and/or responsibility for the content by the agency.

1. Agency Name

- Agency Name on single page – “bread crumb” style or other on main page. For example, “Maternal and Child Health” on a single page...but having “DHHR > Public Health > Maternal and Child Health” indicated on the main page.

2. Contact info for that agency

- If a visitor has questions about content, forms, or program deadlines, please include a contact name and phone number for their convenience. Many visitors print information to use at a later time and including proper contact information will increase the web page’s usability.

3. Unique page title

- Because most browsers save the page title when “bookmarking” or “adding to favorites”, a unique page title concerning specific content should be used. This includes websites using frames architecture.

4. Link to approved Privacy Statement

- If your web site contains forms to gather information or data, please include a link to your approved Privacy Statement. If you need a template, please visit <http://www.state.wv.us/privacy.htm> and modify per your legal counsel’s instructions.

5. Footer with copyright

6. Language denoting "An Official WV Website"

- Can be a simple statement in your footer, such as “Copyright 2002, State of West Virginia”

7. Consideration of accessibility needs for all people with disabilities

- For more information on web accessibility, please visit <http://www.wvgot.org/rWebGuidelines.asp> or the Web Accessibility Initiative at <http://www.W3.org/wai>.

8. Contact information to request alternate formats for pages/documents

- While all web pages should be designed for accessibility, you should offer contact information to allow visitors to request alternative forms of the same information such as Braille or large print.

